

### III. REMARKS

Claims 1-20 are pending in this application. By this amendment, claims 1, 10, 14 and 18 have been amended. Applicants are not conceding in this application that those claims are not patentable over the art cited by the Office, as the present amendments/cancellations and the following remarks are only for facilitating expeditious prosecution and early allowance of the presently claimed subject matter. Applicants do not acquiesce in the correctness of the rejections and objections and reserve the right to present specific arguments regarding any rejected claims not specifically addressed. In addition, Applicants respectfully reserve the right to pursue these and other claims in one or more continuations and/or divisional patent applications. Reconsideration in view of the above amendments and the following remarks is respectfully requested.

In the Office Action, claim 18 is objected to for the following informality: allegedly failing to provide proper antecedent basis for the term "a computer readable medium" as set forth in the preamble of claim 18. Claims 1 – 6 and 9-20 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over Nishimura (U.S. Pub. No. 2001/0051904A1), hereafter "Nishimura," in view of Christensen et. al. (U.S. Pub. No. 2002/0154114A1), hereinafter "Christensen." Claims 7-8 and 11-13 are rejected under 35 U.S.C. 103(a) as allegedly being unpatentable over Nishimura and Christensen, and further in view of Leber et. al. (U.S. Pub. No. 2003/0182391 A1), hereafter "Leber." Applicants respectfully disagree with the Office and present the following arguments for the Office's reconsideration.

The Office has objected to the specification for allegedly failing to provide proper antecedent basis for the term "a computer readable medium" as set forth in the preamble of claim

18. Applicants respectfully submits that this term is disclosed in the specification, for example in paragraphs [0019] – [0022], and in FIG 1, reference numerals 12, 14 and 24. Accordingly, Applicants respectfully request that the Office withdraw the objection.

With regards to the 35 U.S.C. §103(a) rejections of independent claims 1, 10, 14 and 18, over Nishimura and Christensen, Applicants assert that the combination of these references does not teach each and every feature of the claimed invention. In addition to enumerating previously presented arguments, Applicants respectfully submit that the cited references, singly or in combination, do not disclose “obtaining government regulatory information from a customer that is required as part of the electronic purchase via the custom data form” as required by amended claims 1, 10, 14 and 18.

Interpreting Nishimura for purposes of this response, Nishimura discloses displaying information relating to the specifications selected by a customer during an electronic purchase. Nishimura does not display a custom form in which the customer fills out information that needs to be submitted to a government regulatory body in connection with the electronic purchase. Applicants further submit that secondary references, Leber and Christensen do not cure the deficiencies of Nishimura.

With respect to dependent claims, Applicants herein incorporate the arguments presented above with respect to the corresponding independent claims from which the claims depend. Furthermore, Applicants submit that all dependant claims are allowable based on their own distinct features. Since the cited art does not teach each and every feature of the claimed invention, Applicants respectfully request withdrawal of all the rejections.

Applicants have also amended claims 1, 10, 14 and 18 as follows: “displaying the custom data form using the computer in the case where the corresponding matching value of an attribute in the set of keys matches the at least one value of each attribute for the item” to further clarify invention. No new matter is believed added by this amendment.

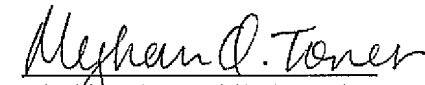
#### **IV. CONCLUSION**

In addition to the above arguments, Applicants submit that each of the pending claims is patentable for one or more additional unique feature. To this extent, Applicants do not acquiesce to the Office’s interpretation of the claimed subject matter or the references used in rejecting the claimed subject matter. Additionally, Applicants do not acquiesce to the Office’s combinations and modifications of the various references or the motives cited for such combinations and modifications. These features and the appropriateness of the Office’s combinations and modifications have not been separately addressed herein for brevity. However, Applicants reserve the right to present such arguments in a later response should one be necessary.

In light of the above, Applicants respectfully submit that all claims are in condition for allowance. Should the Examiner require anything further to place the application in better condition for allowance, the Examiner is invited to contact Applicants' undersigned representative at the number listed below.

Respectfully submitted,

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